

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: Nemirofsky )  
Applicant's Ref: 6555/53772 ) Examiner: Jeffrey D.  
 ) Carlson  
Serial No.: 10/618,568 ) Group Art Unit: 3622  
 )  
Filed: July 11, 2003 )  
 ) Date: December 13, 2006  
Title: **INTERACTIVE ELECTRONIC  
COMMERCE AND MESSAGE  
INTERCHANGE SYSTEM FEATURING  
DELIVERY OF MESSAGES TAILORED  
TO INDIVIDUAL USERS** ) Confirmation No.: 3762  
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**AMENDMENT AND RESPONSE TO OFFICE ACTION**

**Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450**

Dear Sir:

In response to the Office Action dated June 13, 2006 for which the period of response has been extended to December 13, 2006, please enter the following amendments and consider the following remarks.

Amendments to the claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/arguments begin on page 7 of this paper.